

## **EEO PUBLIC FILE REPORT**

**This Report covers full-time vacancy recruitment data for the period July 23, 2006 to July 22, 2007.**

**1) Employment Unit: LIN Television – Green Bay, WI**

**2) Unit Members (Stations and Communities of License): WLUK-TV, Green Bay, WI**

**3) EEO Contact Information for Unit Member:**

Mailing Address:  WLUK-TV 787 Lombardi Avenue Green Bay, WI 45454	Telephone Number: (920) 494-8711
	Contact Person: Jeanne Lynch
	E-mail Address: jlynch@wlu.com

**4) List all Full-Time Job Vacancies Filled by Each Station in the Employment Unit.**

<b>Job Title</b>	<b>Recruitment Source Referring Hiree</b>
1. News Photographer	WLUK Employee Referral
2. News Writer/Editor	wluk.com job posting
3. News Writer/Editor	St Norbert College web posting
4. News Producer	wluk.com job posting
5. Internet News Producer	WLUK Employee Referral
6. News Anchor/Reporter	wluk.com job posting
7. News Reporter Morning Show	WLUK Employee Referral
8. Internet Sales Director	wluk.com job posting
9. Production Technical Director	WLUK Employee Referral
10. News Writer Editor	WLUK Employee Referral
11. Sports Reporter	TvJobs.com posting

**Station WLUK-TV is an Equal Opportunity Employer.**

## 5) Recruitment Source List

Name of Organization Notified of Job Vacancy:	Contact Person	Address and Phone Number:	# of Interviewees Referred by This Source	Did Source Request Notification? (Yes or No)	Full Time Positions for Which This Source Was Utilized
wluk.com job posting (Changed 7/9/07 to fox11online.com)	Jeanne Lynch	WLUK-TV 787 Lombardi Ave Green Bay, WI 54304 PH: 920-494-8711	17	N	All
LIN.com job posting	Lisa Sousa	LIN Television 4 Richmond Suite 200 Providence RI 02906 PH 401-457-9431	0	N	All
WLUK Employee Referral	All WLUK Employees	WLUK-TV 787 Lombardi Ave Green Bay, WI PH 920-494-8711	11	N	All
WLUK-TV In-House Posting	Jeanne Lynch	WLUK-TV, 787 Lombardi Ave Green Bay, WI 54304 PH: 920-494-8711	1	N	All
Appleton Post Crescent Newspaper	Meghan-Classified	306 W Washington St, Appleton, WI 54912. PH: 1-800-236-6397	0	N	6, 8
Green Bay Press Gazette,	Kelly/Megan-Classified	435 E Walnut St, Green Bay, WI 54301 PH: 920-435-8361. E-mail: classified@wisinfo.com	1	N	1, 2, 3, 4, 8, 9, 10, 11
Television Week Magazine	Marc Abrams, Manager	6500 Wilshire Blvd, #2300 Los Angeles CA 90048. PH: 323-370-2415. E-mail: abrams@TVWeek.com	0	N	4, 6, 7, 11
Hmong Association / Asian American Community Center	Staryoung Thao Director	401 Ninth Street Green Bay WI 54304 PH 920-437-4550 staryoungt@sbcglobal.net	0	N	2, 3, 9
Multicultural Center,	Chico Ramirez, Director	217 N. Madison St, Green Bay, WI 54301 PH 920-438-1660 ramirezmmc@yahoo.com	0	N	1, 2, 3, 7, 9, 10
NAB, Nat'l Association of Broadcasters	Karen-Human Resources/Ed. (Sales and Marketing Jobs)	1771 N St, NW, Washington, DC 20036. PH: 202-429-5359. www.nab.org	0	N	8
Wisconsin Broadcasters Association	Michelle Vetterkind & Linda Baun President & Vice President	44 E Mifflin St, Madison, WI 53703 PH: 608-255-2600. www.wi-broadcasters.org (WBA posts jobs on their website, & forwards to WI Broadcaster career sites.)	1	N	All
Wisconsin Job Center,	Roy Koeller, Employment Specialist	Green Bay, WI 54301. CareerBuilder.com. PH: 920-448-5013. www.koeller@dwd.state.wi.us	0	N	All

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Lakeshore Technical College,	Nancy Bruckschen,	Student Employment Services Cleveland, WI 53015. PH 1-888-468-6582 ext 1862. E-mail:nabr@gotoltc.edu	0	N	2, 3, 9, 10
Fox Valley Technical College	Cindy/Student Services	1825 N Bluemound Dr Kaukauna, WI 54913 PH 920-735-5627 FAX 920-735-4713 fvtc.edu	0	N	2, 3, 9, 10
Milwaukee School of Engineering	Angela Cline, Student Placement	1025 N Broadway Milwaukee, WI 53202 PH 414-277-7100. FAX 414-277-7122 <a href="mailto:cline@msoe.edu">cline@msoe.edu</a> <a href="http://sbe.org/careers">sbe.org/careers</a>	0	N	9
NWTC-Northeast Wis. Technical College	Sharon Schaefer, Student Services	PO Box 19042 Green Bay, WI 54307 PH 920-498-5400. E-mail: <a href="mailto:sharon.schaefer@nwtc.edu">sharon.schaefer@nwtc.edu</a>	0	N	2, 3, 9, 10
St. Norbert College	Mary Eickman, Career Services	100 Grant Street DePere WI 54115 PH: 920-403-4060 <a href="mailto:careers@snc.edu">careers@snc.edu</a>	1	N	2, 3, 4, 8, 10
Univ. of Wisconsin-GB	Linda Peacock-Landrum Career Services	2420 Nicolet Dr, Green Bay, WI 54301 PH 920-465-2000 FAX 920-465-2920 <a href="mailto:careers@uwgb.edu">careers@uwgb.edu</a>	0	N	2, 3, 4, 8, 10
Univ. of Wisconsin-Oshkosh	Al Folker, TV-Radio Media Dept.,	800 Algoma Blvd., Oshkosh, WI 54901 PH 920-424-1475 <a href="mailto:careerservice@uwosh.edu">careerservice@uwosh.edu</a>	0	N	2, 3, 4, 8, 9, 10
MediaLine Website <a href="http://www.medialine.com">www.medialine.com</a>	Mark Shilstone	PO Box 51909 Pacific Grove CA 93950 <a href="mailto:www.mark@medialine.com">www.mark@medialine.com</a>	1	N	All
Spots 'n Dots (Sales Jobs Only)	Joe Marcoe	<a href="http://www.spotsndots.com">www.spotsndots.com</a> S'N'D Publications 167 Oakdale Rd Johnson City, NY 13790. PH: 1-888-884-2630 E-Mail: <a href="mailto:SellTV@aol.com">SellTV@aol.com</a>	0	N	8
<a href="http://www.TvJobs.com">www.TvJobs.com</a>	Mark Holloway, Sales Manager	Broadcast Employment Services <a href="mailto:admin@tvjobs.com">admin@tvjobs.com</a>	9	N	All

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**6) Total # of Interviewees Referred:** For the period from July 23, 2006 to July 22, 2007 this Employment Unit interviewed 42 people for full-time job vacancies.

**7) Supplemental Recruitment Initiatives.**

**(a) Initiative: Participate in Job/Career Fair**

WLUK-TV participated in the Job/Career Fair as part of Wisconsin Broadcasters' Association Winter Conference held January 23, 2007 from 8:30am-10:30am at Monona Terrace Convention Center in Madison, WI. WLUK News Director spoke with 150 job seekers in attendance about television career opportunities in News, Production, Engineering, Promotion, Sales & Marketing. WBA's Assistance Action Plan for EEO Compliance issued credit to WLUK for participation in the job fair.

**(b) Initiative: Participate in Job/Career Fair**

WLUK-TV participated in the Job Fair as part of Wisconsin Broadcasters Association's Summer Conference held Wednesday, June 20, 2007 from 1:00pm-3:00pm at The Waters, Minocqua, WI. WLUK News Director spoke with 50 job seekers planning to pursue careers in the media industry. WBA's Assistance Action Plan for EEO Compliance provides credit to member media businesses for their participation.

**(c) Initiative: Internship Program**

During the reporting period, WLUK-TV provided internships for 8 students in the following departments: News, Sports, Sales, Production and Weather. One intern from University of Wisconsin-Green Bay worked in the Sales Department Semester 1, 2007. The Weather Dept. hosted one intern from Central Michigan University June-September 2006. The Production Department worked with two interns: One student from Marquette University June-September 2007, and a second student from University of Wisconsin-Green Bay from February-April, 2007. News had 3 students working at the News Assignment Desk as interns – two students were from UW-Oshkosh and the third student was from Marion College. The Sports Dept. hosted one intern, from August 2006 to May 2007. He was a Communications major at UW-Green Bay. Interns are selected by the heads of each of WLUK-TV's departments from resumes submitted by students interested in the program. Each of the interns receives academic credit for his or her participation in the program.

**(d) Initiative: Program sponsored by Educational Institutions relating to Career Opportunities in Broadcasting- Job Shadows.**

WLUK provided the opportunity for 13 students to job shadow and learn more about the television media from July 23, 2006-July 22, 2007. Students are Juniors/Seniors in high school or enrolled in a Wisconsin college/university. Each student spends one day at WLUK.

Students job shadowed in the News Department. Reporters, producers, photographers, assignment editors and tape editors explained job details required to produce 6 hours/day of live news at WLUK.

One (1) additional student job shadowed in the Production Dept. Time was spent with the Production Manager to understand the duties of the production staff to set up and operate equipment required for a newscast.

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**(e) Initiative: Program relating to Career Opportunities – Tours & Speaking Engagements**

The Director of Community Relations at WLUK-TV conducted 30 tours of the TV Station. The audience/groups consisted of elementary & secondary students, scout groups, college classes and adult community groups interested in learning more about careers in television and the operation of a television station. During a tour of the TV station, the meteorologist on duty explains the technical operation of presenting weather to viewers, and the science of meteorology. The Director of Meteorology conducted an additional 8 tours at WLUK-TV, reaching 2,000 children/adults. Meteorologists and news anchors completed 17 appearances outside of the TV station, reaching 350 children and adults. . Questions about careers and specific questions about news, production, engineering and sales are answered by staff members at WLUK.

The weather staff participated in a special event called The Einstein Science Expo on January 13, 2007 at the Brown County Expo Center, Green Bay, WI. All four WLUK Meteorologists talked with interested children and adults about the science of weather and career opportunities. Over 3,300 people attended this event.

**(f) Initiative: Event/Program sponsored by Educational Institutions relating to Career Opportunities in Broadcasting – Jr. Achievement Special Program.**

WLUK-TV participated in the 4<sup>th</sup> annual “Excellence Through Ethics Day” sponsored by the youth organization, Junior Achievement of Green Bay. The event took place at Southwest High School, Green Bay on Thursday, November 16, 2006. WLUK-TV General Manager dialogued with 50 students enrolled in the International Business/Management classes, which impacts today’s youth and tomorrow’s workforce. The goal was to define business ethics. This event includes thirty (30) business leaders who speak with 700 students in Brown County about trends, expectations, ethics and personal experiences in business and in life, including media careers.

**(g) Initiative: Scholarship Program - WBA Assistance Action Plan for EEO Compliance**

WLUK-TV completed all requirements for a full initiative credit within Wisconsin Broadcasters Association non-job vacancy specific menu option. WBA of Madison, WI awards this credit to broadcasters for completing 5 specific items within a two-year period. WLUK-TV completed all five requirements for the period July 2005-July 2007.

Requirements completed included the following: (1) WLUK’s donation of \$300 to WBA Foundation Scholarships, (2) WLUK’s promotion of the scholarship availability to staff, (3) WLUK’s provision of application forms for scholarship, (4) WLUK answered questions regarding WBA programs to interested students, and (5) WLUK evaluated candidates presented by the WBA for scholarship awards.

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